



Classlist Events Platform

FIREWORK FUNDRAISER GUIDE

Bringing your school community together



Classlist Events make memories building community

Fantastic fundraiser ‘how to’ guide using the Classlist Events platform

Imagine running a spectacular fireworks night with simple admin and seamless fundraising, allowing you to focus on community fun. With Classlist Events, you can manage the entire event—from planning to thank-yous—in one powerful tool. *If this is your first fireworks event, check out our [blog for practical info here](#).*

Here we walk you through how to leverage Classlist Events and share our top tips.

We’ve used a ticketed Fireworks Fundraiser as an example, you but you can apply the same to your community event of choice any time of the year.

There are 4 phases to any community event:

- 1. Before the big night: Plan & set up**
- 2. In the run-up: Create a buzz**
- 3. On the day: Smooth & simple execution**
- 4. After the event: Connect with your community**

Follow the steps and create:

- A ticketed Community Event on Classlist
- A term’s or year’s calendar of events
- Additional event organisers to help manage the event
- Personalised organiser name, displayed on invitations
- An event page to recruit volunteers in one click
- A public guest webpage for ticket sales beyond school families

Additionally, we’ll highlight all the advantages of using Classlist Events for your parent community!



Look out for this symbol to discover top tips and advanced features!






Classlist
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Fantastic fundraiser 'how to' guide using the Classlist Events platform

1. Before the big night: Plan & set up

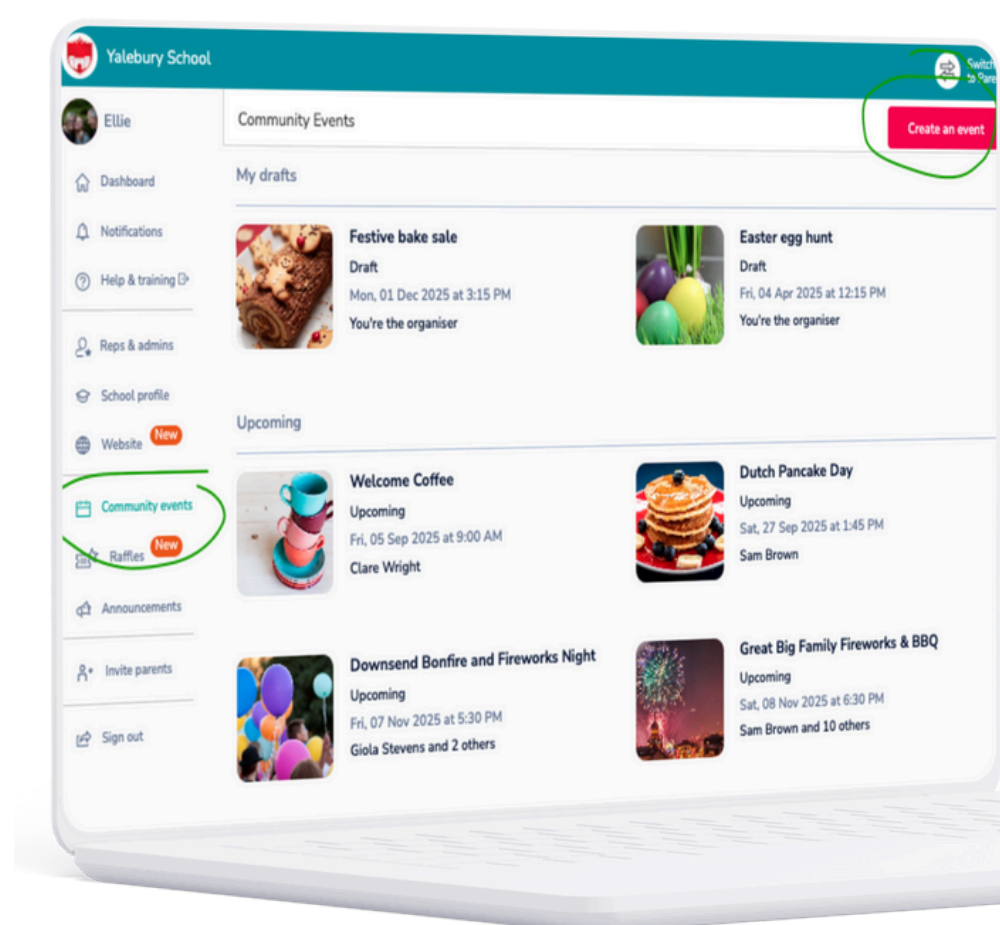
Planning

-  **Agree on a date** for the event, and a theme and title (you can always edit this later).
-  Have the appropriate school or PTA Stripe account details ready for ticket payments.
-  List out the tickets you will need for entry, refreshments, or merchandise. You can always add more food items later. Consider the questions you'll want answered regarding accessibility or dietary requirements to create an integrated booking form.

Now, you're ready to create your ticketed Community Event on Classlist!

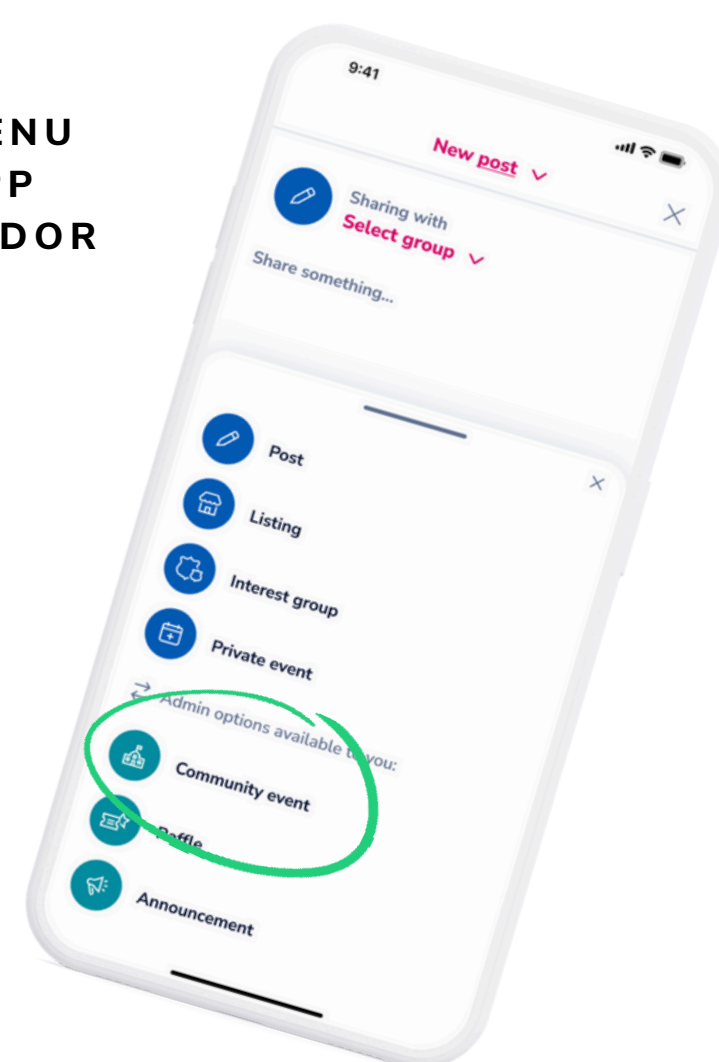
- Any Classlist Ambassador, Staff Admin or Community Rep can do this.
- You can use your mobile, or a computer (see below).

The event remains a draft until you're ready to publish. You can also publish without sending invitations if you want to. This is useful so parents can see what's coming up and save the date, even if you don't have all the details just yet.



CLASSLIST
ADMIN:
COMMUNITY
EVENTS LIST

CREATE MENU
ON THE APP
(AMBASSADOR
VIEW)

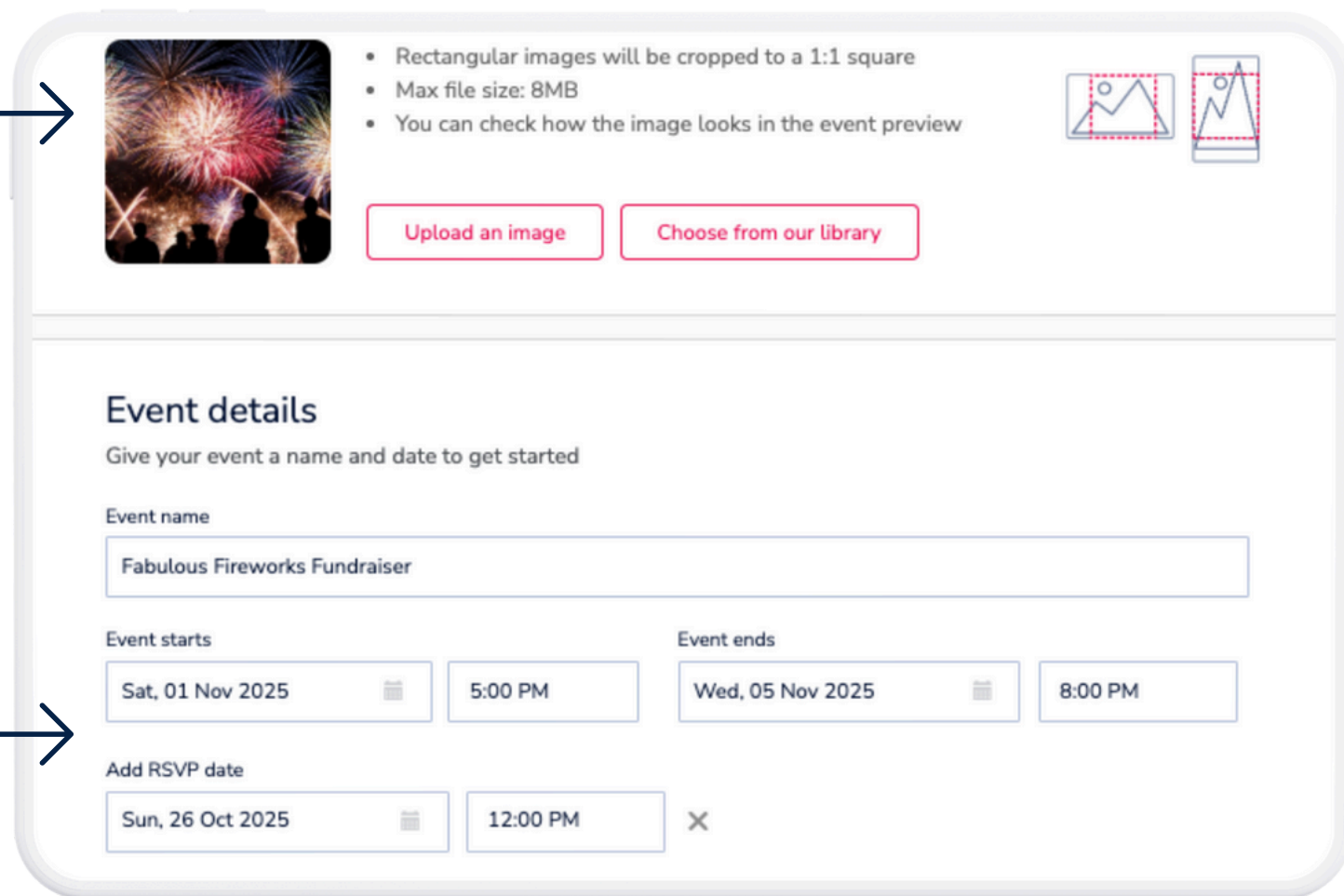


1. Before the big night: Plan & set up

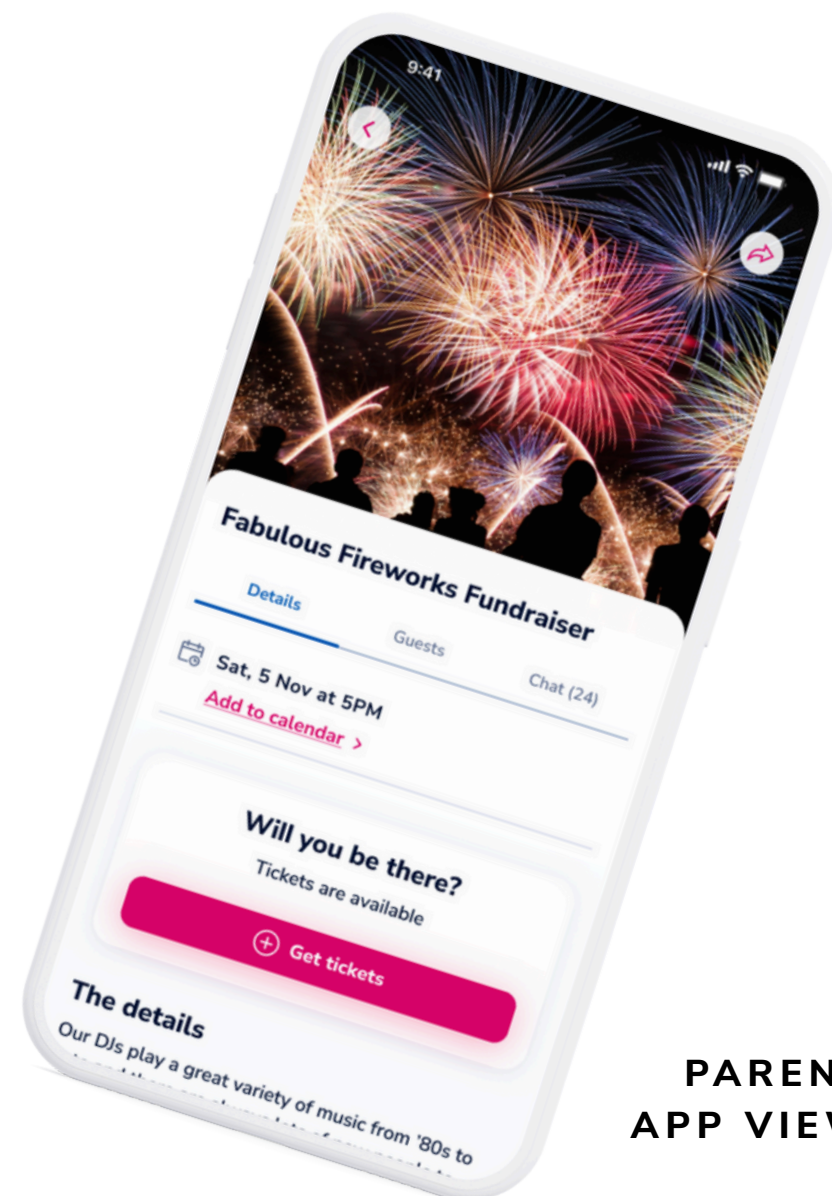
Set up your Community Event page on Classlist in less than 10 minutes

1. →

2. →



CLASSLIST ADMIN: COMMUNITY EVENT CREATION



PARENT APP VIEW



1. Add an eye-catching photo, perhaps one from a previous event or Unsplash.



2. Setting an RSVP date stops ticket sales in advance. Use this when you need final numbers for catering before the day of the event and do not wish to sell the same item at the event.

3. Connect your Stripe account to handle payments securely and add tickets for entry, food, glow sticks, and more. Alternatively, add free tickets or RSVP, depending on your event goals.

4. Include questions on tickets to gather dietary, accessibility or other requirements.

5. Create your guestlist* — e.g. either the "Whole school", or a different selection of years, classes, or interest groups.



6. Enable "Public guest checkout" if you wish to sell tickets to the wider community or to parents not yet on Classlist. This option provides you with a link to a webpage you can share publicly.



*Did you know? When you invite a class, year or the whole school group to a Community Event, any new joiners to the group will automatically be invited! This is great for inclusion.

You're ready to go live!

Once you've selected your guests, you can:

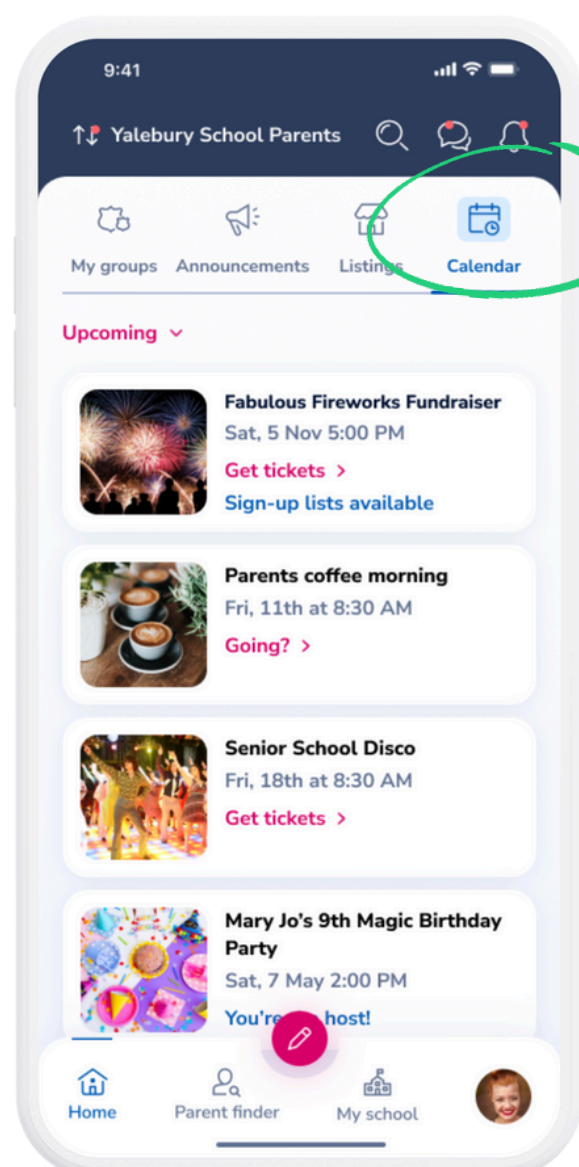
- Publish and send invitations
- Publish and send invitations later
- Alternatively, save your draft and come back to it when ready.



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The parent experience

FAQ: What do parents see when I publish my event?



When you “Publish and send invitations” push notifications are sent to group members’ mobile phones, and a dot on the Classlist bell icon appears to indicate a new notification. The same happens if you “Resend invites” from the Admin event page later (see page 7).

- Additionally, an automatic post is created in the relevant group feed.
- Email invitations are sent to those parents previously invited to join Classlist who have children in the relevant guestlist groups but who are yet to register and activate their accounts. This helps promote inclusion.
- Automatic reminders are sent a week and 24-hours before the event start time.

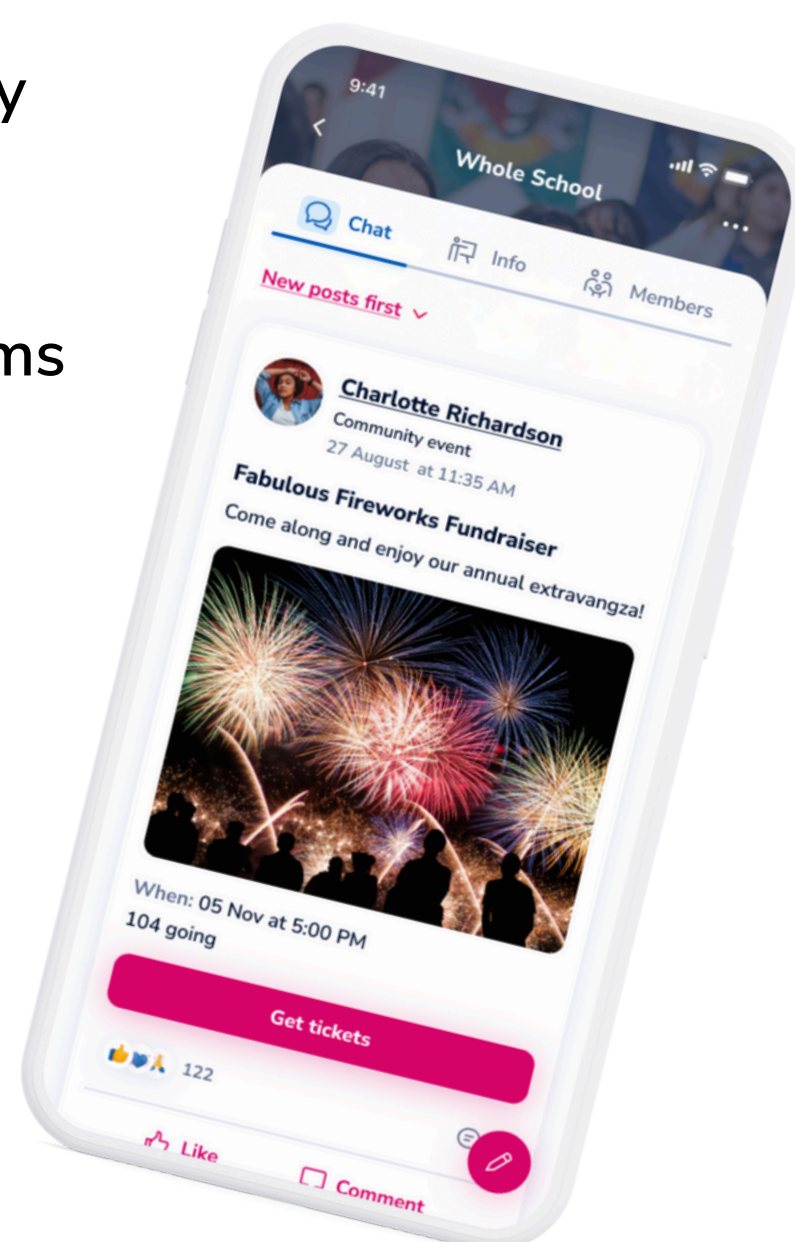
“Publish and send invitations later” if the event is some way off, but you are happy for the event to be visible to parents on the Classlist App “Calendar” tab. You can send invitations nearer the time.



If a registered parent uses the guest checkout page with the email on their Classlist account, we'll automatically add the tickets to their account.

Parents appreciate:

- Buying tickets in one click with Apple or Google Pay
- Finding school events and tickets on one school community app
- Not needing to register with various events platforms
- Being able to sign-up to volunteer in one click
- Having a channel to ask the organisers questions
- Showing their support in the chat
- Seeing photos and updates
- Being in the loop!



GROUP FEED
AUTOMATIC
EVENT POST →

Share the load: Add collaborators as Event Organisers

Event organisers can:

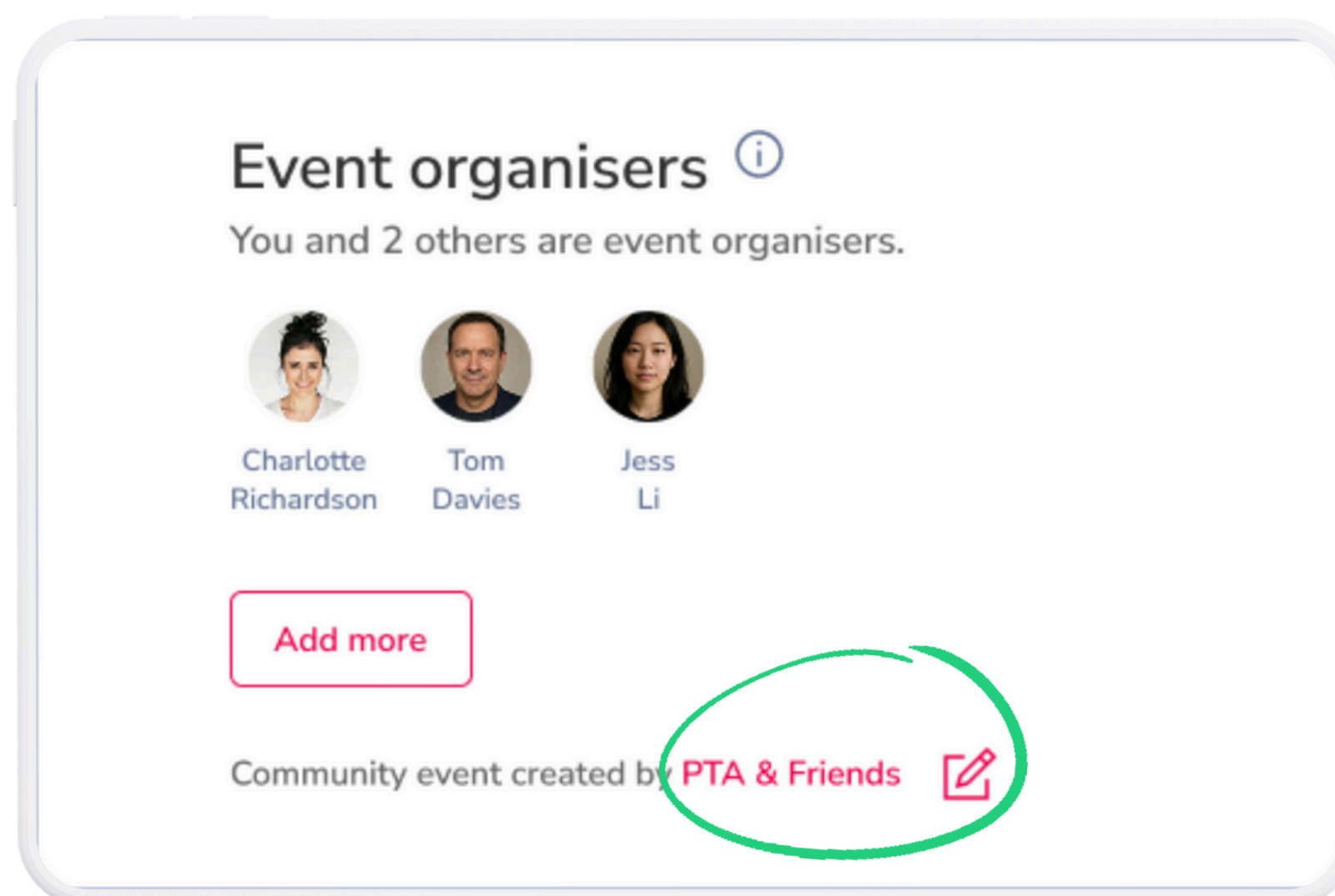
- Update event details
- Answer any questions on the event chat section
- Manage the guestlist
- Send notes to groups of guests
- Check people in on the night using our in-built QR Code scanner (see page 8)

Note: You can add any staff member, or parent who has a Classlist admin account at your school. See the 'Reps & Admins' page on Classlist Admin to manage these roles.

You can add or remove collaborators at any time.



Update the "Community event created by" name before publishing if you want to credit a group effort instead of an individual organiser. For example, type "PTA & Friends" if you wish the invitations to go out from the "PTA & Friends" instead of in your own individual name.



Keep reading for a couple of top tips to personalise your event further.

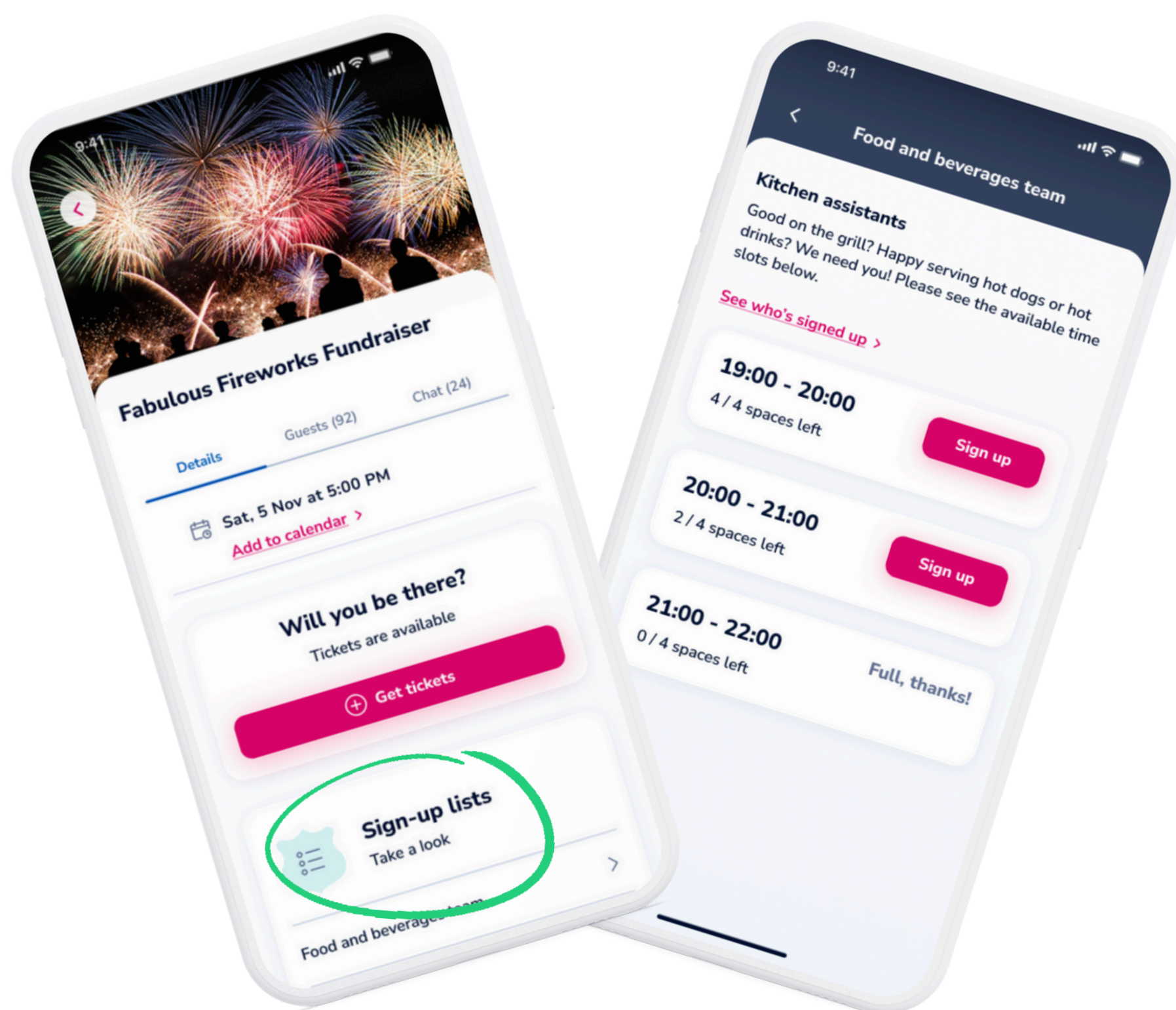


Recruit volunteers: Add Sign-Up Lists to your event

Sign-up lists are really flexible and can be scaled for large or small events. Some people like to have one general list to gather helpers, others create different lists for different types of task with subtasks. You can add time slots and dates too, if needed.

Sign-up lists are created on Classlist Admin on the event page they pertain to.

- Parents simply have to tap their preferred option on the app event page.
- Automatic reminders go out to your volunteers.
- Parents can see who else signed up; this encourages friends to join up together.



Only registered parents can sign themselves up. The first time you use Sign-up Lists, you may have to let parents know about this option. However, once they've done it for one event, they find it easy, so encourage them to try it!



Prepare the sign-up lists before publishing your event, or publish at different times according to the urgency of the request so that each need gets the visibility it deserves in a timely manner.



You are able to send event Notes (simple text messages) from the Admin event page to anyone invited to the event. You can target those signed up to a specific list, on any list, or not yet signed up at all. Also see page 8.



2. In the run-up: Create a buzz

Once your event is live, it's time to drive excitement and ticket sales.

- **Communicate:**

- Create a comms plan in a spreadsheet shared with your team to identify key messages in the run up to the event. e.g. Save the date, Can you help?, Tasty food options, Entertainment includes... Decide who will send them and what visual assets such as photos or menus are needed to create interest.
- Use the event chat to engage invited parents by answering questions, or letting people know how they can help.
- Use Classlist Event Notes to send short key messages to specific groups (such as ticket holders, not yet responded, signed up, not signed up etc).

- **Monitor sales:**

- Keep an eye on ticket sales from your Classlist Admin Event page and send extra announcements to promote specific tickets.

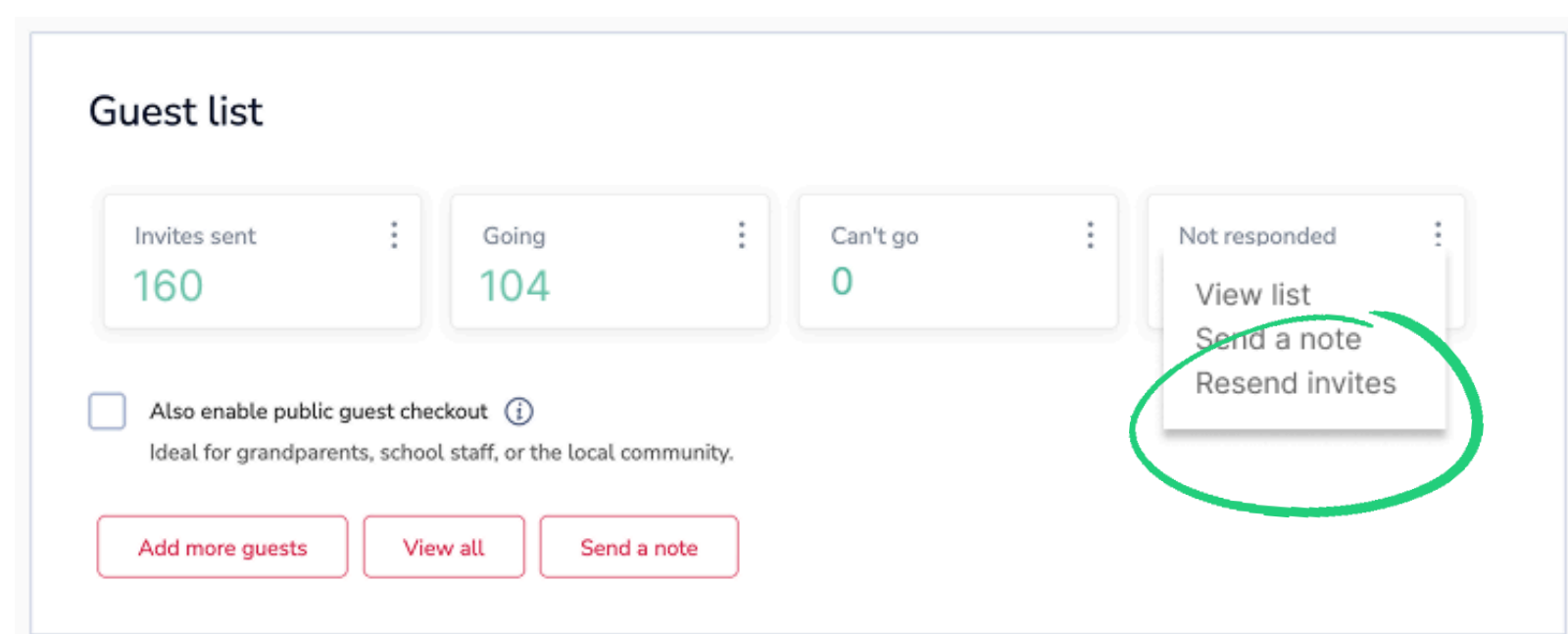
- **Promote the event:**

- Send targeted announcements to parents through Classlist following your comms plan and adapting to your ticket sales or questions. Update the event page with information as it comes in.
- Copy the public event link for families to share with friends and neighbours by publishing it in your school newsletter.
- Design a poster with a QR code that links directly to the guest checkout page. Canva is a great option for this. A poster is perfect for displaying publicly, as well as for selling tickets on the door.



“Resend invites” for visibility to boost bookings.

This is especially useful if the event was published some time ago.



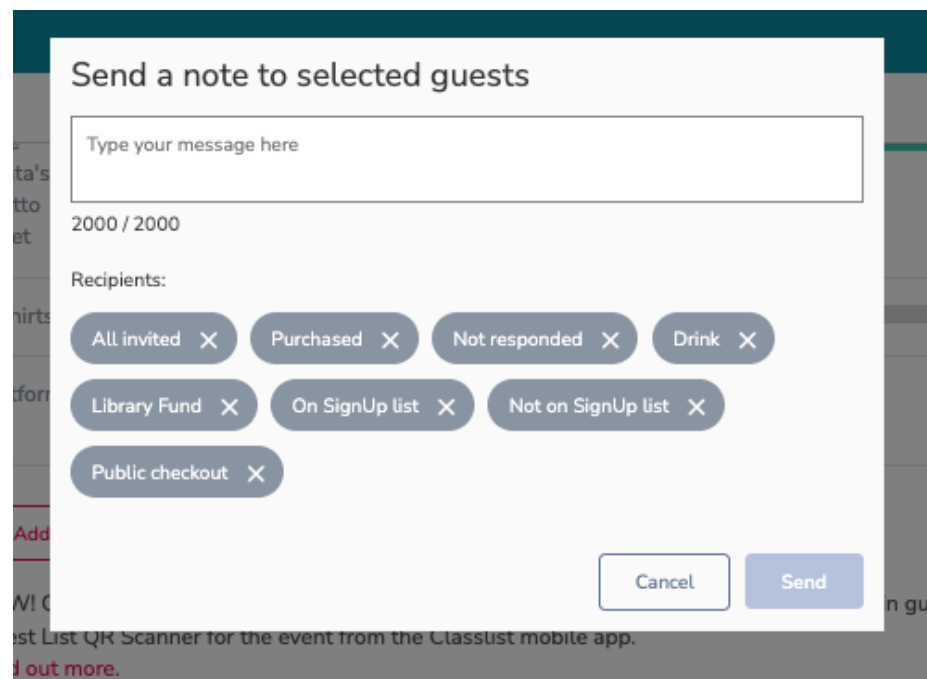
CLASSLIST ADMIN: COMMUNITY EVENT GUEST LIST MANAGEMENT



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3. On the day: Smooth & simple execution

Classlist is built to make your event management collaborative and effective.



CLASSLIST ADMIN: COMMUNITY
EVENT GUEST LIST MANAGEMENT
SEND A NOTE

Last-minute updates

- Send a quick note to attendees or to volunteers with any essential last-minute information.
- Ambassadors: Keep an eye out for private messages from guests or volunteers.

Automatic Guestlist

Your guestlist is generated automatically as tickets are sold.

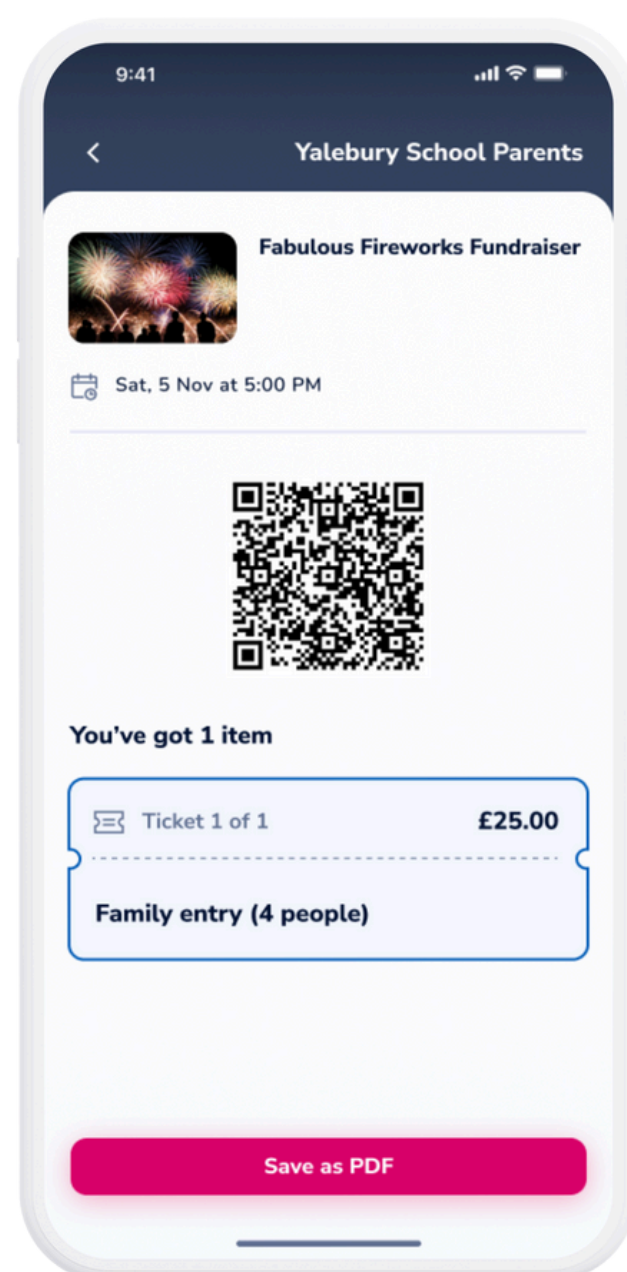


- Check guests into ticketed events directly from the Classlist app QR Code Scanner. As a backup, you can download a CSV in case of a poor signal if this is a concern.

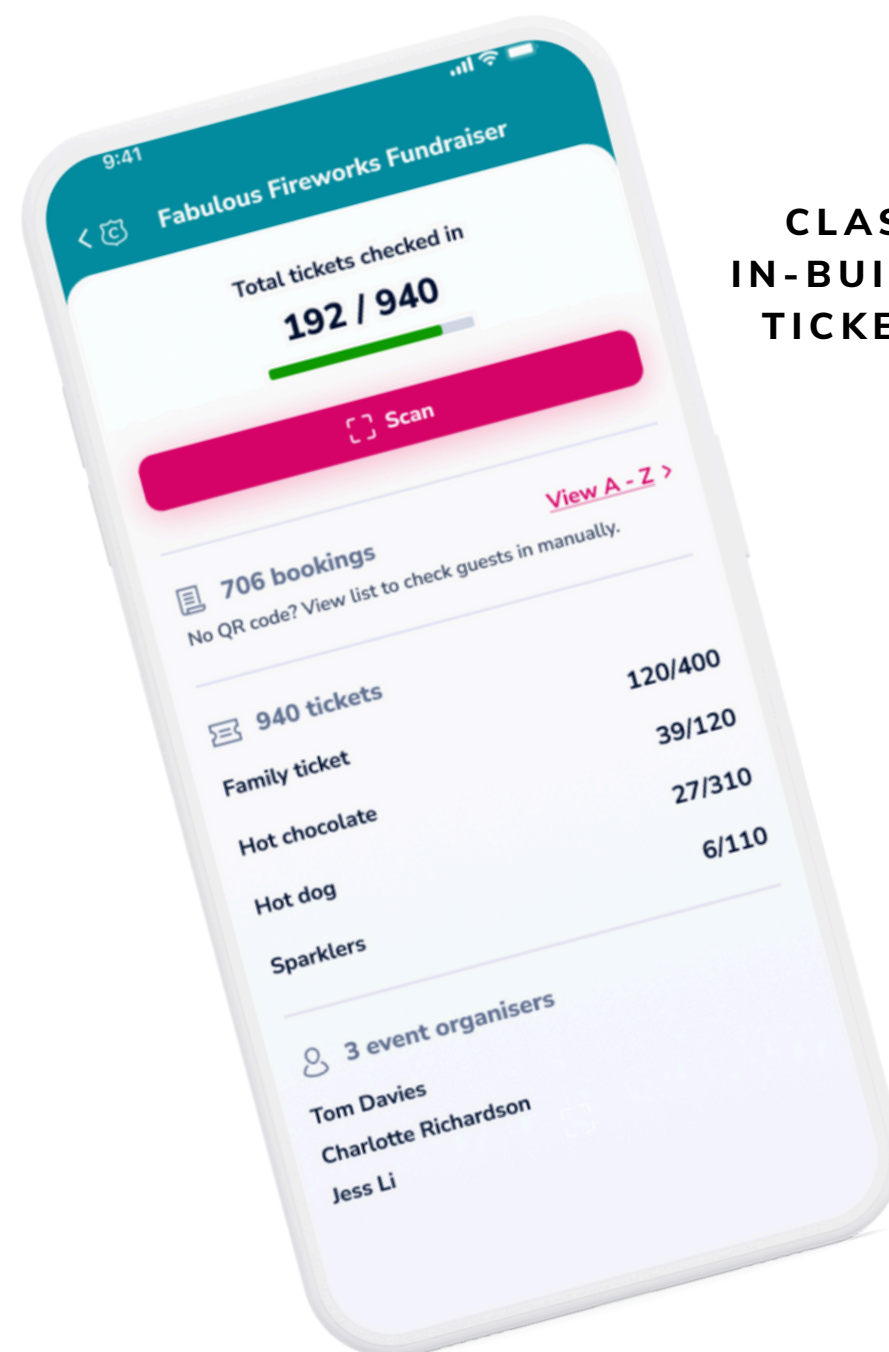


- To access the QR Code Scanner from the Classlist App event page, make sure all your volunteers on the door have been added as Event Organisers.

CLASSLIST APP:
PARENTS' TICKETS
ARE ADDED TO
THEIR ACCOUNT
EVENT PAGE



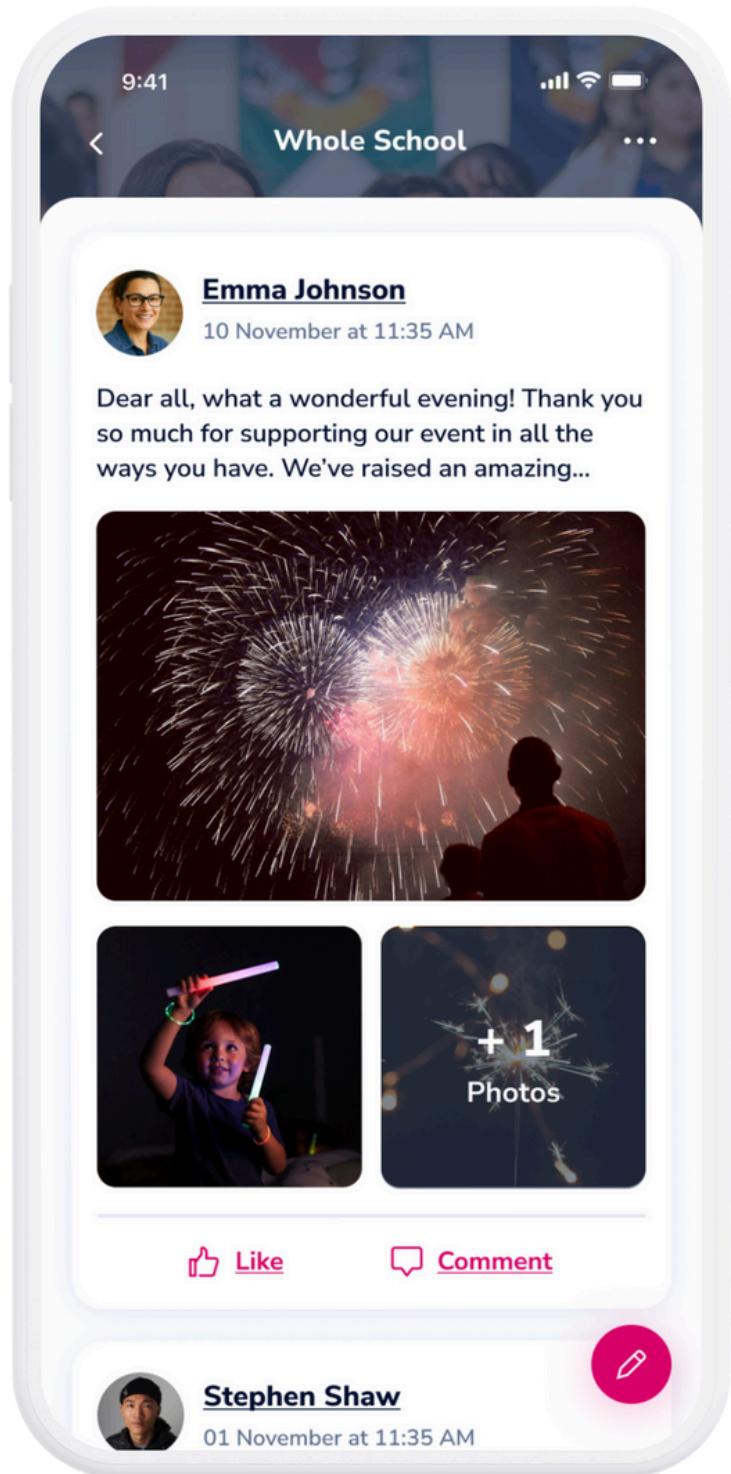
CLASSLIST APP:
IN-BUILT QR CODE
TICKET SCANNER



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4. After the event: Connect with your community on Classlist

The event isn't over when the last firework fades. Use this momentum to build for the future.



- **Send thanks 🙏**
 - Post a school-wide announcement the next day. Thank your attendees, volunteers, and any local sponsors. People love to feel appreciated. 😊
- **Share the success ✨**
 - Share photos from the memorable evening as a post or in an announcement.
 - Announce the total amount raised and how the funds will be used. This demonstrates impact and builds excitement for your next event.
- **Plan your next community gathering 📅**
 - Follow up with volunteers to ascertain their interest in participating or leading your next community builder.
 - Use the Reps & Admins group, or create a dedicated interest group for planning discussions. e.g. “Winter Wonderland Event Planners”.

Ready to run your best event yet?

Dive in and see how easy it can be.

Explore our Events platform further, or [visit our website to request a demo today!](#)

Classlist Events

Make memories building community

Ticketed - RSVP - Online - Volunteers - QR Code Scanner - Apple Pay



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